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Mining new subs in supermarkets . . . page 75

Folio:

AUGUST 1, 1991 THE MAGAZINE FOR MAGAZINE MANAGEMENT $6.50

CIRCULATION ALL-STARS!

Who are the eight greatest minds in circulation management? You picked them and now we reveal their names, faces and credentials in our all-star line-up. 60

US Battles Them

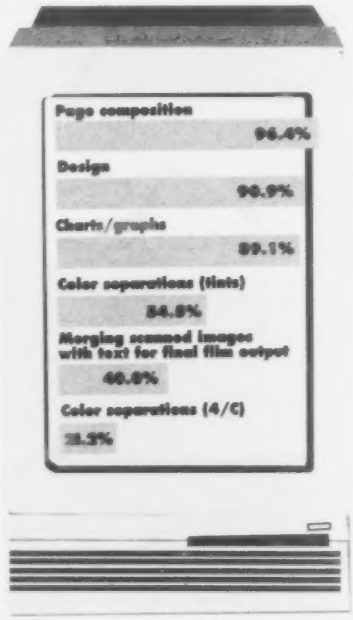
To shake off its long-time nemesis, *People Weekly*, *US* got a new editor and a new frequency. But the big surprise is that it's finally closing in on profitability. 43

Dialing for DOLLARS

Some innovative publishers already have the numbers to prove that there's money in 900 lines. But to repeat their success you've got to make the right connections—both with readers and business partners—to ring up sales. 67

Revolution on the DESKTOP

Find out how your prepress know-how compares to that of other FOLIO: readers. Our latest



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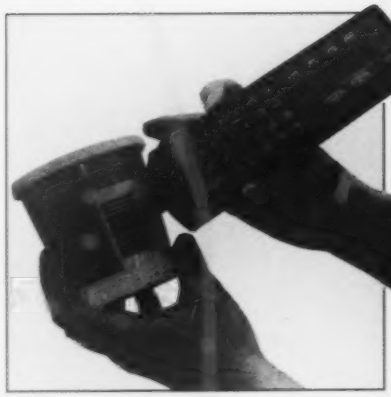

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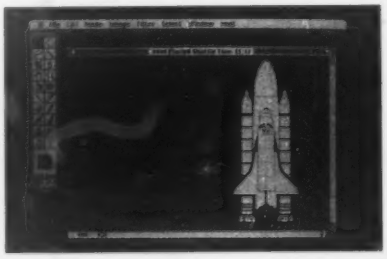

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Newly introduced hardware and software is making color desktop imaging faster, easier and, most important, cheaper.

AN EYE FOR DETAIL.

"I take pride in the work that comes off my press. I know a lot of effort has gone into getting the job this far. My job is to make the critical adjustment necessary to achieve the best possible color match and deliver a product that both my customer and I can be proud of."

— Buddy Arion
Manufacturing Superintendent

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Charting the pre-press revolution

By Liz Horton

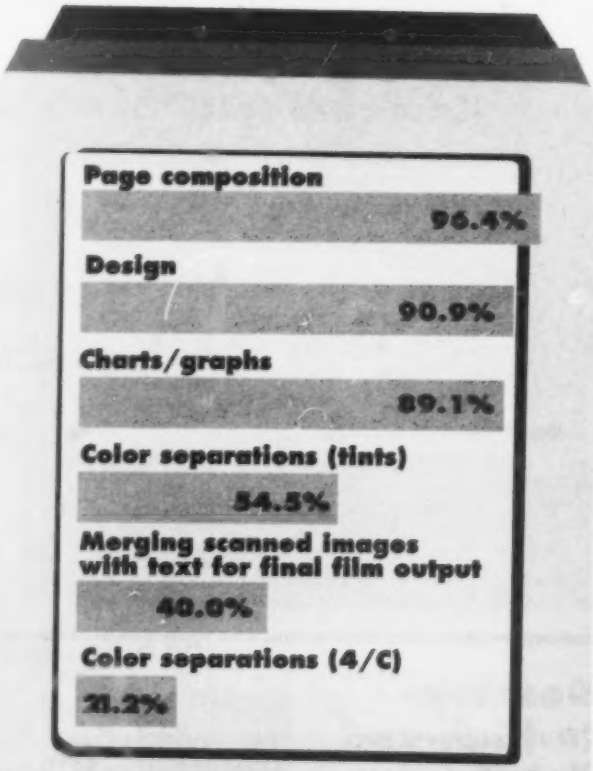
Desktop page composition has come a long way in a short time. Virtually unheard of five years ago, today it is de rigueur. Magazines routinely create charts and graphs on computers, and a good percentage of magazines are even doing their own color separations and four-color scanning on the desktop. In sum, all but 14.5 percent of our respondents were using personal computers in some form in their electronic pre-press operations. (Survey percentages are based on the 85.5 percent who reported that they are using computers.)

At the same time, keeping up with the technology and managing the changes computerization brings to staff responsibilities are making a production director's role more complex than ever. Here's what our survey revealed about how magazines are implementing electronic pre-press today.

Whose job is it?

28 (17 percent) of our respondents output pages to film in-house. But there is little consensus on whose job it is. Of the 28, it fell to a person hired specifically for the job (9), the production manager (6), a systems person (3), an art director (2), or "other" (1). 7 didn't supply an answer.

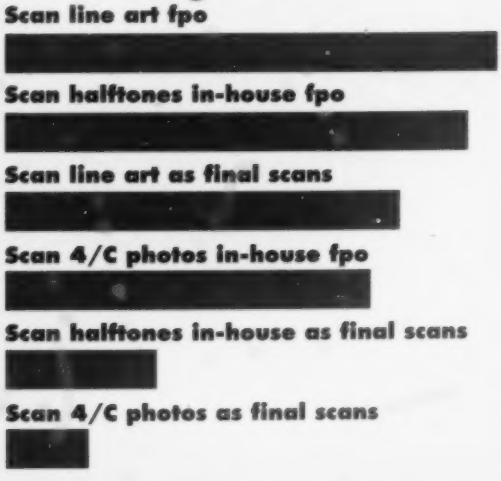
Personal computers are being used for:



CHARTS BY JULIE MCWILLIAMS

SCANNING

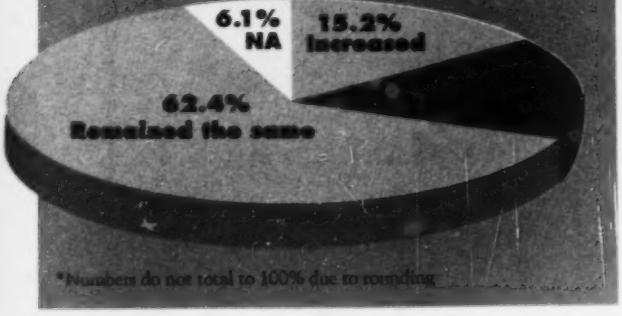
How production departments are scanning in art


Scan line art fpo
Scan halftones in-house fpo
Scan line art as final scans
Scan 4/C photos in-house fpo
Scan halftones in-house as final scans
Scan 4/C photos as final scans

STAFF SIZES

An equal split?*

The more 4/C pages, the more likely a magazine was to increase its staff as a result of electronic pre-press; those with fewer were likelier to cut staffs. Could this be because larger magazines are tackling more functions in-house?

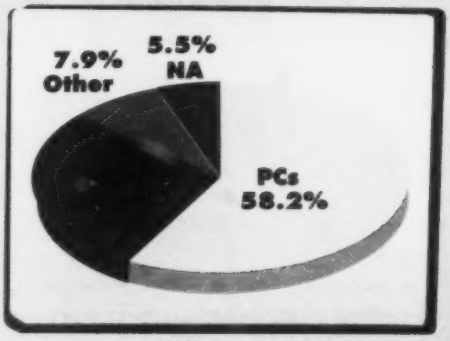


*Numbers do not total to 100% due to rounding

What's being used • What's being used

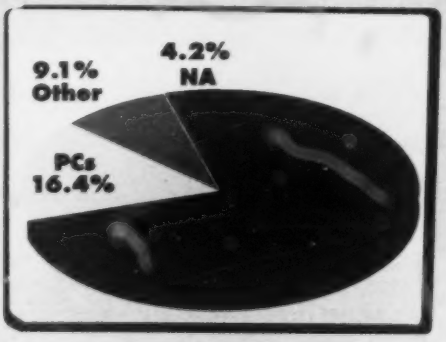
Hardware

For editorial*:



*Numbers do not total 100% due to rounding

For page composition:



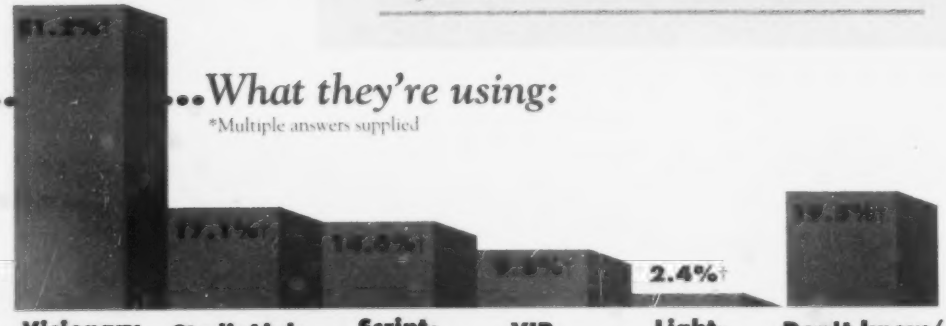
Macs continue to dominate magazine page composition. For editorial, PCs still lead but not by as much.

Desktop-to-high-end links*.....

Only 41 respondents† (24.8 percent) use some sort of link to join desktop-designed pages to high-end scanning and output systems like Scitex, Hell or Crosfield.

...What they're using:

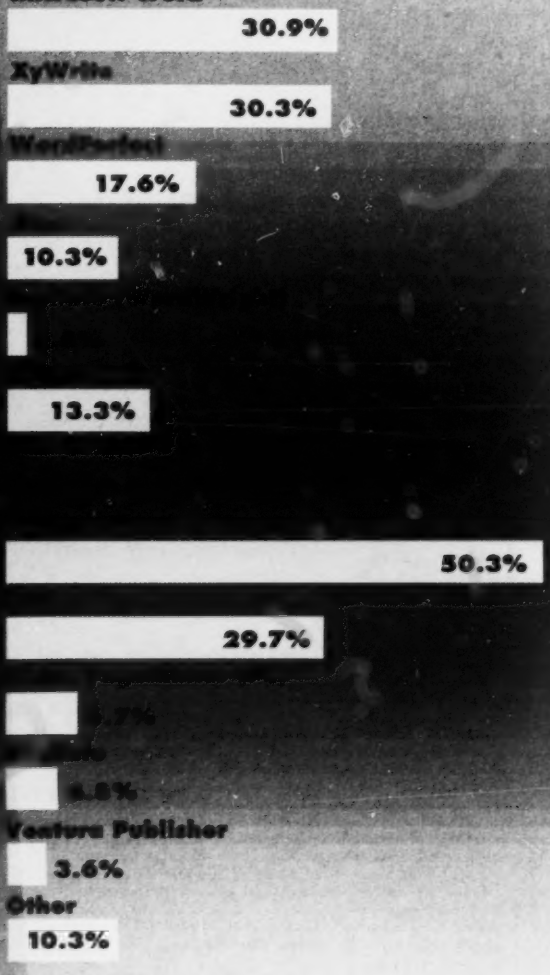
*Multiple answers supplied



What's being used • What's being used

Software*

For editorial:



*Multiple answers supplied

While Quark XPress remains a favorite for page composition, it is less clear which word-processing software wins out.

Methodology

Of the 442 production executives who received questionnaires, 195 responded, resulting in a 44 percent overall response. Of these, 165 surveys contained sufficient information for tabulation purposes (28 respondents had not introduced electronic pre-press; 2 surveys had insufficient data). The survey, conducted through two mailings in February, went to top production executives on magazines with 20,000 or more circulation.

5 frequently cited PRODUCTION CHALLENGES

"Becoming a master of technology and overseeing a process that begins with manuscripts through final film output."

"Evaluating new technology and learning digital color correction."

"Learning the new technology fast enough to get back in the production mode and knock out magazines on a timely basis."

"Learning everything. I am now typographer, stripper, photo expert, negative quality-checker plus production manager."

"Shifting areas of responsibility and changing processes cause expenses to shift between cost centers. Bean counters' reports are now apples and oranges."

Savings per issue as a result of electronic pre-press*

*Cutout figures represent the number of respondents reporting savings

NOTE

ONLY THE FOLLOWING PAGES OF THIS

PUBLICATION HAVE BEEN FILMED

Cov. 1, Cov. 2, Pgs: 2, 28,

29, 77, 78, 81, 82, 86, 88,

89, 90, 92, 94